

FEB 25 1925

©CIL 21173

✓ THE SWAN

✓ Photoplay in 5 reels

✓ From the play by Ferenc Molnar

✓ Screen play by Dimitri Buchowetzki

Directed by Dimitri Buchowetzki

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

FEB 25 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Coming Through - 7 reels
The Swan - 6 reels

The Thundering Herd - 7 reels

Respectfully,

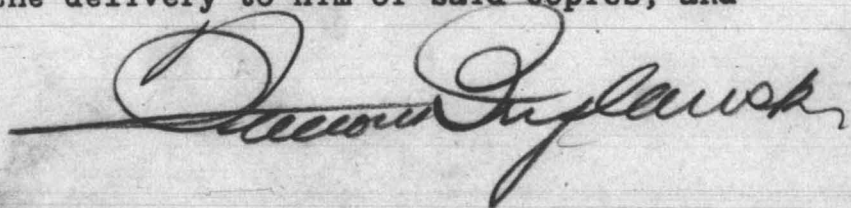
FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Coming Through	2-25-25	©CIL 21172
The Swan	"	©CIL 21173
<i>The Thundering Herd.</i>	<i>2-26-25</i>	©CIL 21180

The return of the above copies was requested by the said
Company, by its agent and attorney on the 25th day of
Feb. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

FEB 27 1925 - 11 45



"The Swan" Is 6 Reels—5,889 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky
A DIMITRI BUCHOWETZKI
"THE SWAN"
With
Adolphe Menjou, Ricardo Cortez
From the play by Ferenc Molnár
Screen play by Dimitri Buchowetzki
A Paramount Picture

PURPOSE: To Help You Sell the Picture

"THE SWAN", FROM THE TREMENDOUS AN EVEN GREATER SUCCESS

©CIL 21173

FACTS

Featured Players

ADOLPHE MENJOU, Ricardo Cortez, Frances Howard. Menjou gives his usual smooth performance in "The Swan". Cortez has his real big opportunity in this picture while Miss Howard, who played on the stage in "Oh, Lady, Lady", "Oh, My Dear", "The Charm School", "Intimate Strangers" and "The Best People", makes her screen debut in this production.

Producer

Dimitri Buchowetzki, who made "Peter the Great", the Russian Birth of a Nation; "Men", "Lily of the Dust" and many others. Buchowetzki also wrote the screen play for "The Swan".

Author

Ferenc Molnar. "The Swan" is an adaptation of his stage play of the same name which ran for almost a year on Broadway.

Cameraman

Alvin Wyckoff, who "shot" the two previous Buchowetzki-Paramount productions, "Men" and "Lily of the Dust". He also photographed Valentino in "Blood and Sand".

Support

Helen Lee Worthing, a personable blond, fresh from the Ziegfeld Follies. Her only other screen appearance was in "Janice Meredith". Aside from the regular cast, the allegorical scenes in the production include such well known stage players as Elizabeth Schermer, whom Max Rinehardt brought from Europe to be one of the madonnas in "The Miracle"; Fritz Feld, also imported to play the Piper in "The Miracle", has the part of the jester in the fantasy.

Other big names are Croker King, seen in D. W. Griffith's "One Exciting Night", Ramon Bacomer, as this sheet goes to press playing with the visiting French company in "Madame San Gene" in which, by the way,

*Here Is Surely the Most Delightful
—a Silvery, Delicately
Delightful Play With
Beauty of Character
on Both Stage*



Adolphe Menjou
in the Paramount Picture
"The Swan"

Production Mat 1PB

PARAMOUNT FILMS MOLNAR'S "SWAN"

Buchowetzki Production
Coming to Rialto

(Synopsis Story)

THE SWAN", written for the screen and produced by Dimitri Buchowetzki from Ferenc Molnar's stage success of the same name, will be the feature at the Theatre on to remain for days. It's a Paramount picture featuring Adolphe Menjou, Ricardo Cortez and Frances Howard.

The picture is a satirical high comedy that tells of the efforts of Princess Beatrice, scheming mother of Alexandra, the Swan, to marry her daughter to Prince Albert, heir-apparent to the most powerful throne in all Europe.

A meeting is effected, but the prince, an irresponsible fellow with an eye for beautiful women, takes a fancy to Wanda von Guck,

The Story of a Young Girl
the Fire of Love and
—The Most Notable
of the Last Ten

FERENC MOLNAR'S highly successful stage play as "the perfect comedy of the year," has become a picture.

Written and directed by Dimitri Buchowetzki, with Pola Negri, it is a gorgeously magnificent romance as its foundation—the story of a girl who thrives on the heart.

IN "The Swan" you have Menjou in the role of an irresponsible polished gentleman. Suavity is his middle name. Then there's Miss Howard, at this writing featuring as the proud and haughty princess with a mind all her own—and Ricardo Cortez in his greatest screen role, the hand of the beautiful princess.

"The Swan" is a highly satisfactory picture—one of the best work in acting, fine pictorial background, and has an interesting plot. It is a smart picture!



A MOUNT

Anything in This Press Sheet May Be Reprinted

ph Zuker and Jesse L. Lasky present
 MITRI BUCHOWETZKI Production
"THE SWAN"
 With
 Menjou, Ricardo Cortez and Frances Howard
 From the play by Ferenc Molnar
 Screen play by Dimitri Buchowetzki
 A Paramount Picture

SHEET

Help You Sell the Picture to the Public.

MENDOUS STAGE SUCCESS, IS SUCCESS AS A PARAMOUNT PICTURE

*Delightful Comedy of the Year
 Wrought and Utterly
 With a Freshness and
 Characterization Unique
 Stage and Screen*

**Young Girl Who Tried to Light
 ve and Found It Dynamite
 t Notable Stage Success
 e Last Ten Years**

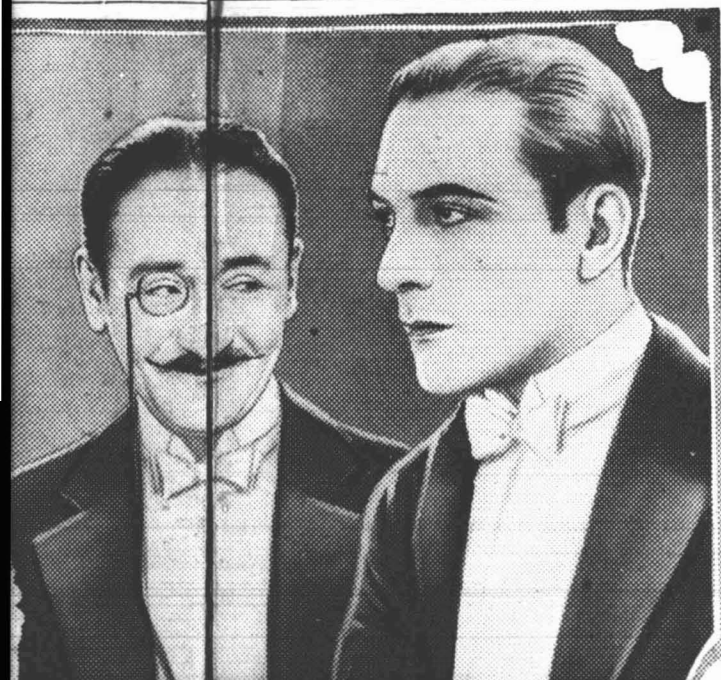
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ory picture—one that shows extreme care in direction, finished
 and, and has an interesting story to tell.



Ricardo Cortez and Frances Howard
 in the Paramount Picture
"The Swan"
 Production Mat IPA

ALL-STAR CAST IN "THE SWAN"

**Menjou, Cortez and Frances
 Howard in New Film**

(Synopsis Story)

WHAT is a "Swan"?
 A Swan is a girl-snob who
 wants to be regular and doesn't
 know how. At least, that's the
 impression one carries away with
 him after seeing the Paramount
 picture, "The Swan", now at the
 The picture is a
 film version of the stage hit by
 Ferenc Molnar, written and
 produced for the screen by Dimitri
 Buchowetzki, who made "Peter
 the Great".

Adolphe Menjou, Ricardo Cortez
 and Frances Howard, Para-
 mount's latest stellar "dis-
 covery", are featured in the prin-
 cipal roles. Helen Lee Worthing,
 "Ellies" beauty heads the cast

PUTTING IT OVER RIGHT

The idea to be put over with
 this picture is to establish the
 word "swan" as "flapper" and
 "sheik" have been established.

Here's how:

Run teaser ads, viz: "You know
 a flapper when you see one, but
 do you know a SWAN?" "You
 know a sheik when you see one,
 but do you know a SWAN?"
 "There's a SWAN in your block.
 Do you know her?" "Who's the
 SWAN in your neighborhood?"
 "There's many a girl who's a
 SWAN at heart." "Ask your girl
 if she's a SWAN," and so on.

There could be a prize offered
 for the best definition of a SWAN
 based on a short synopsis of the
 story. Suggested answers are:

"A 'swan' is a girl whose heart
 is warm but whose life is cold."

"A 'swan' is a girl-snob who
 wants to be regular but doesn't
 know how."

"A 'swan' is a girl who has
 been trained to hide her emo-
 tions."

"A 'swan' is a girl who tries
 to be the queen of birds but is a
 chicken at heart."

"A 'swan' is a girl whose 'no'
 means 'yes'."

"A 'swan' wants to say yes but
 doesn't know how."

"The swan—her lips say 'no',
 no' but there's 'yes, yes' in her
 eyes."

Picture slogans for your ads
 and programs:

"Proud, haughty, imperial
 Swan—but her song is one of
 love."

"The Swan—her love song
 nearly wrecked a kingdom."

"The Swan—her life says 'no',
 but her heart says 'Yes'."

Cut-outs from the posters which
 show a big white swan with the
 title written across it.

"Her lips say 'no'; her eyes
 say 'yes'." That's the line car-
 ried on the ads and posters. Put
 it over.

Have the popular song hit
 "There's Yes Yes in Your

Cortez has his real big opportunity in this picture while Miss Howard, who played on the stage in "Oh, Lady, Lady", "Oh, My Dear", "The Charm School", "Intimate Strangers" and "The Best People", makes her screen debut in this production.

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Support

Helen Lee Worthing, a personable blond, fresh from the Ziegfeld Follies. Her only other screen appearance was in "Janice Meredith". Aside from the regular cast, the allegorical scenes in the production include such well known stage players as Elizabeth Schermer, whom Max Rinehardt brought from Europe to be one of the madonnas in "The Miracle"; Fritz Feld, also imported to play the Piper in "The Miracle", has the part of the jester in the fantasy.

Other big names are Croker King, seen in D. W. Griffith's "One Exciting Night", Ramon Bacomer, as this sheet goes to press playing with the visiting French company in "Madame San-Gen", in which, by the way, Gloria Swanson will soon be seen on the screen, and Ivan Linow, ex-wrestler and strong man who appeared with Miss Swanson in "Wages of Virtue".

Type of Story

A royal romantic comedy with the class. "Here," as the N. Y. Telegram said of the stage play, "is surely the perfect comedy of the year."

Big Scenes

A Central European court ball, a royal reception and betrothal dinner to a visiting prince; a sword duel fought at midnight—and the famous kiss scene where the princess defies conventions and outwardly demonstrates her love for the tutor by kissing him before the entire royal household.

The storm scene in the woods. The comedy sequence in the cow-barn, and the garden shots, with its lake and swans.

"The Swan" is a magnificent production in every respect. Its investiture is ornate and impressive, the costumes are glittering and lovely, and the cast is superb.

Add to the above the picnic scene, the episodes in the prince's bed room and a bit of charming court formality as well as intrigue and you have enough beauty for half a dozen ordinary pictures.



Adolphe Menjou
in the Paramount Picture
"The Swan"
Production Mat 1PB

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Coming to Rialto

(Synopsis Story)

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The picture is a satirical high comedy that tells of the efforts of Princess Beatrice, scheming mother of Alexandra, the Swan, to marry her daughter to Prince Albert, heir-apparent to the most powerful throne in all Europe.

A meeting is effected, but the prince, an irresponsible fellow with an eye for beautiful women, takes a fancy to Wanda von Guck, a lady-in-waiting, and sees Alexandra only through an impersonal monocle.

This does not agitate Alexandra, however, for she has eyes and heart for the young tutor.

Dr. Walter, only. The situation does rankle the two mothers, who have schemed for the match. They contrive to make the prince jealous by having the princess carry on a flirtation with the tutor, the outcome of which only tends to cement stronger the love of the lovely Alexandra and the unassuming tutor.

At the betrothal dinner the tutor indiscreetly declares his love for the princess to the consternation of all the royal guests. A duel follows between the tutor and the Prince's chief aid. The tutor is wounded but receives a kiss of love from Alexandra. The girl then declares to her mother her intention of breaking off the engagement to the prince and marrying the tutor.

The prince, who takes the entire affair lightly, is caught practicing dance steps with the ladies-in-waiting and is led gently but firmly away by his mother.

Frances Howard, Paramount's new star "find", plays the role of the Swan. Adolphe Menjou is the irresponsible prince and Ricardo Cortez is cast as the tutor who dares to aspire to the hand of the princess.

on Both Stage and The Story of a Young Girl With the Fire of Love and Foun —The Most Notable Sta of the Last Ten Y

FERENC MOLNAR'S highly successful stage play, as "the perfect comedy of the year," has become an picture.

Written and directed by Dimitri Buchowetzki, who made "Lily of the Dust" with Pola Negri, it is a gorgeously magnificent romance as its foundation—the story of a girl who throws her heart.

IN "The Swan" you have Menjou in the role of an irresponsible polished gentleman. Suavity is his middle name. Then there's Miss Howard, at this writing featured as the proud and haughty princess with a mind all her own—and Ricardo Cortez in his greatest screen role as the hand of the beautiful princess.

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Adolphe Menjou, Ricardo Cortez, and Frances Howard
Buchowetzki Production "The Swan"
Three-column Production Mat

SYNOPSIS OF THE

Cast

Alexandra, The Swan.....	Frances Howard
H. R. H. Albert of Kersten-Rodenfels.....	Adda
Dr. Walter, the tutor.....	Ricardo Cortez
Princess Beatrice.....	Ida
Amphirosa.....	Helen Lee Worthing
Wanda von Guck.....	Helen Lee
George.....	Jose
Arsene.....	Geo
Father Hyacinth.....	Mich
Colonel Wunderlich.....	Mi
Lutzow.....	Nicho
Franz, Court Chamberlain.....	Arthu
Master of the Hunt.....	Genera
Princess Dominica.....	C

THE Swan is Princess Alexandra. Her late father called her The Swan because she is majestic, earnest, holds her head high, and conducts herself irreproachably. Her mother, Princess Beatrice, is a clever woman, with one ambition in life—to gain a crown for her daughter.

Prince Albert visits the palace to see Princess Alexandra. He has surveyed all the other likely princesses in Europe and is still unsuited. But Alexandra is in love with the tutor of the young princes, Dr. Walter.

That night a ball is given in Albert's honor. He shows no interest in Alexandra, to the distraction of the mother, but flirts gayly with Wanda, a lady-in-waiting.

In a panic lest her plans for Alexandra fall through, her mother urges her to invite the tutor to a picnic to be held the following day when she is to flirt with Dr. Walter to arouse the interest and jealousy of the prince. The scheme also falls through, for Albert diligently courts Wanda. A storm comes up and the four are forced to sit through the night in a ramshackle cabin. Dr. Walter declares his love for Alexandra, but the girl tells him that it cannot be since she is destined to become a queen.

Princess Dominica, the mother of Albert and the most powerful sovereign in all Europe, arrives to complete her son's betrothal. Albert, who has dodged state marriage for many

The princess cision to break over her princel upon the prince court. The mo the picture but direction of the Hyacinth, the S lovers: points ou falling in love w tion as old as ti the matter, and t

Stage and Screen

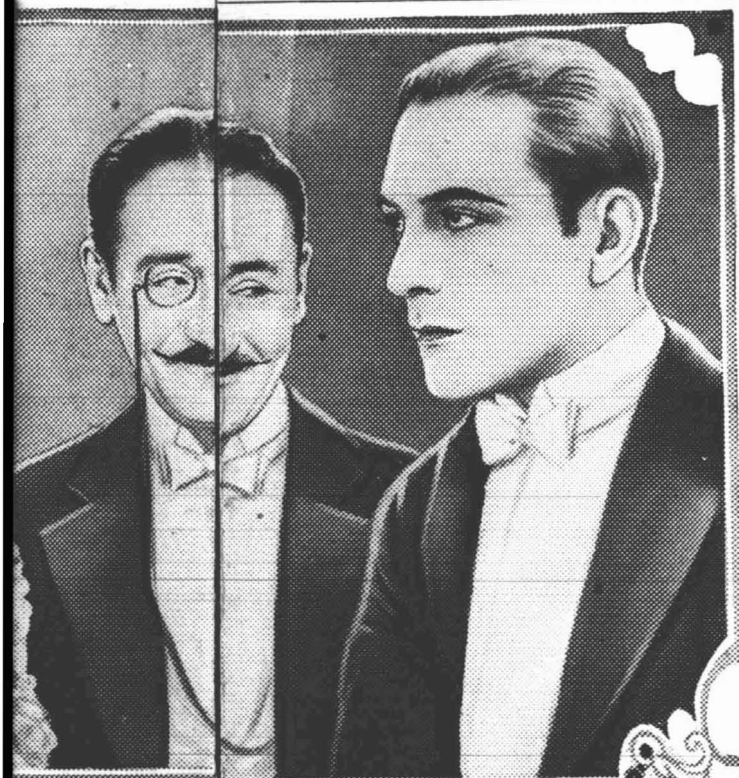
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writing featured with a mind all his own.
best screen role—

story picture—one that shows extreme care in direction, finished
und, and has an interesting story to tell.



Ricardo Cortez and Frances Howard in the
Production "The Swan" A Paramount Picture
three-column Production Mat 3P

SIS OF THE STORY

Cast

The Swan.....	Frances Howard
bert of Kersten-Rodenfels.....	Adolphe Menjou
the tutor.....	Ricardo Cortez
atrice.....	Ida Waterman
.....	Helen Lindroth
Guck.....	Helen Lee Worthing
the young princess.....	Joseph Depew
cinth.....	George Walcott
nderlich.....	Michael Visaroff
.....	Mikhal Vavitch
.....	Nicholi Sousannin
rt Chamberlain.....	Arthur Donaldson
he Hunt.....	General Lodijensky
ominica.....	Clare Eames

fall through, her
ic to be held the
Walter to arouse
scheme also falls
A storm comes
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s destined to be-

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riage for many

The princess announces to her mother and Dominica her decision to break her engagement to the prince and marry the tutor. Dominica, outraged by her preference for a commoner over her princely son, flounces out. In the gallery she comes upon the prince making merry with the young women of the court. The mother leads her gay, philandering son out of the picture but not before he throws a regretful kiss in the direction of the fleeing girls. At this critical moment Father Hyacinth, the Swan's uncle, intercedes on behalf of the young lovers: points out that in following the dictates of her heart, falling in love with the tutor, Alexandra is preserving a tradition as old as time itself. Princess Beatrice accepts this view of the matter, and the lovers are reunited.

years, is helpless in the hands of his determined mother.

Back in the palace celebrating the coming event, Dr. Walter comes to sword points with the prince when a slurring remark is made about Alexandra. The scuffle awakens the entire household. The princess rushes in just as the tutor is wounded and, turning like a tigress on the on-lookers, announces her love for Dr. Walter, throws her arms about him and kisses him, scandalizing the whole court.

The prince apologizes to Alexandra the next morning for the occurrence of the night before.



Ricardo Cortez and Frances Howard
in the Paramount Picture
"The Swan"
Production Mat 1PA

ALL-STAR CAST IN "THE SWAN"

Menjou, Cortez and Frances
Howard in New Film

(Synopsis Story)

WHAT is a "Swan"?

A Swan is a girl-snob who wants to be regular and doesn't know how. At least, that's the impression one carries away with him after seeing the Paramount picture, "The Swan", now at the The picture is a film version of the stage hit by Ferenc Molnar, written and produced for the screen by Dimitri Buchowetzki, who made "Peter the Great".

Adolphe Menjou, Ricardo Cortez and Frances Howard, Paramount's latest stellar "discovery", are featured in the principal roles. Helen Lee Worthing, "Follies" beauty, heads the cast playing in support. Others include Ida Waterman, Helen Lindroth, Clare Eames and Arthur Donaldson.

The story opens in Belodonia, when that court is visited by

Prince Albert. Albert has come to see the princess, Alexandra, called the Swan by her late father because of her severe, aloof demeanor. Alexandra's mother maneuvers skilfully to bring about a wedding between the two, only to have Albert fall for Wanda von Guck, a lady-in-waiting who coquettes gracefully for the appreciative prince. And, to complicate matters the more, the princess professes her love for Dr. Albert, the young tutor.

A court reception, magnificent ball, especially planned picnic—all arranged with the express purpose of bringing the prince and princess together—fall far short of the mark.

In the end, Albert's mother, hurt by the fact that Alexandra should prefer the love of a lowly tutor to that of her princely son, leads the philandering Albert away while the princess convinces her mother that her love for Dr. Walter is far greater than rank or tradition.

Here is "The Swan", which critics proclaimed a silvery, delicately wrought and utterly delightful play, as an even more delightful Paramount picture.

Here's how:

Run teaser ads, viz: "You know a flapper when you see one, but do you know a SWAN?" "You know a sheik when you see one, but do you know a SWAN?" "There's a SWAN in your block. Do you know her?" "Who's the SWAN in your neighborhood?" "There's many a girl who's a SWAN at heart." "Ask your girl if she's a SWAN," and so on.

There could be a prize offered for the best definition of a SWAN based on a short synopsis of the story. Suggested answers are:

"A 'swan' is a girl whose heart is warm but whose life is cold."

"A 'swan' is a girl-snob who wants to be regular but doesn't know how."

"A 'swan' is a girl who has been trained to hide her emotions."

"A 'swan' is a girl who tries to be the queen of birds but is a chicken at heart."

"A 'swan' is a girl whose 'no' means 'yes'."

"A 'swan' wants to say yes but doesn't know how."

"The swan—her lips say 'no', no' but there's 'yes, yes' in her eyes."

Picture slogans for your ads and programs:

"Proud, haughty, imperial Swan—but her song is one of love."

"The Swan—her love song nearly wrecked a kingdom."

"The Swan—her life says 'no', but her heart says 'Yes'."

Cut-outs from the posters which show a big white swan with the title written across it.

"Her lips say 'no'; her eyes say 'yes'." That's the line carried on the ads and posters. Put it over.

Have the popular song hit "There's Yes, Yes in Your Eyes", played during the running of the picture. Have a fellow sing it to a girl—a swan type—on the stage.

your town? Obvious tie-ups here.

How about a couple of swans swimming around in a tank in the lobby!

Remember the "shifters"—and how everybody used to wear a paper clip on the lapel of their coat or in the band of their hat? Start a girl's club—call them "The Swans". You might even get out buttons with a picture of a swan on them. This would get over the idea that the flapper has gone to stay. Now they call them Swans.

Start a newspaper teaser, "Exit—the flapper. Enter—the Swan." Then run a few of the catchlines given above and follow them up with your theatre announcement.

Use the heralds. Done in silver! Class written all over them.

See the list of Paramount exploiters on the third page. Get in touch with the one in your territory.

IT PAYS TO ADVERTISE WITH

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT



"THE

SWAN"

HER LIPS SAY NO-
HER EYES SAY YES

A BUCHOWETZKI

PRODUCTION

ADOLPHE MENJOU

with RICARDO CORTEZ

FRANCES HOWARD

A
Paramount
Picture

THERE was love in her heart
and a seal on her lips—

'Til in one gorgeous, daring
moment this beautiful swan-girl
swept aside convention with a
kiss that nearly wrecked a king-
dom.

A magnificent comedy-romance
even better than "Forbidden
Paradise."

From the play by Ferenc Molnár
Screen play by Dimitri Buchowetzki

Four-column Newspaper Advertisement 4A.



Adolphe Menjou and Frances Howard
in the Buchowetzki Production "The Swan" A Paramount Picture
Two-column Production Mat 2P

Are YOU a Swan?



What is a Swan?



"THE
SWAN"

A BUCHOWETZKI

PRODUCTION

with ADOLPHE MENJOU

RICARDO CORTEZ

FRANCES HOWARD

PRESENTED BY

ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture

HER LIPS
SAY NO-

HER EYES
SAY YES

HERE is surely the perfect comedy
of the year.

A silvery, delicately wrought and
utterly delightful play with a fresh-
ness and beauty of characterization
that is unique on stage or screen.

Produced on a highly artistic,
elaborate scale, with an ideal cast.

THE RIALTO

WITH THESE PARAMOUNT AIDS

NO-YES

SWAN"
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MENJOU
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mitri Buchowetzki

HER LIPS SAY NO
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WITH
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PRESENTED BY
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A
BUCHOWETZKI
PRODUCTION

"THE
SWAN"

A N adaptation of the most notable stage success in the last ten years.
The story of a girl who tried to light the fire of love and found it dynamite.

A Paramount Picture

Three-column Newspaper Advertisement 3A

a Swan?

SWAN"
BUCHOWETZKI
PRODUCTION
with ADOLPHE MENJOU
RICARDO CORTEZ
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with
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HER LIPS SAY NO — HER EYES SAY YES —

"The
SWAN"

PRESENTED BY
ADOLPH ZUKOR
& JESSE L. LASKY

A Paramount Picture

Two-column Supplementary Press Ad 2AS

Trailers Build Business!

National Screen Service, Inc., issues an excellent Service Trailer on "The Swan."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other cam-

HER LIPS SAY NO
HER EYES SAY YES

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"THE
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Two-column Production Mat 2P

What is a Swan?



"THE
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with ADOLPHE MENJOU
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Produced on a highly artistic, elaborate scale, with an ideal cast.

THE RIALTO

Two-column Supplementary Press Ad 2ASX

Are YOU a Swan?



HER LIPS
SAY NO
HER EYES
SAY YES

A
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

WITH
ADOLPHE
MENJOU
RICARDO
CORTEZ
FRANCES
HOWARD

"THE
SWAN"

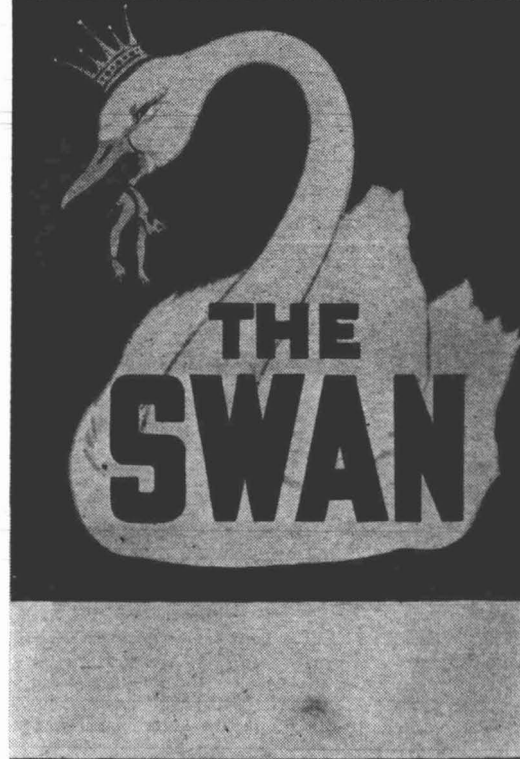
A RICH comedy-romance of the same sophisticated type as "Forbidden Paradise."

A
BUCHO-
WETZKI
PRODUCTION

From the play by Ferenc Molnar—Screen play by Dimitri Buchowetzki

Two-column Press Advertisement 2A

A Swan is a girl who tries to be the queen of the birds—BUT who is a chicken at heart.



THE
SWAN

HER

The cover on "The Swan" is a size, is a and silver

A classic advertising

"Golden B

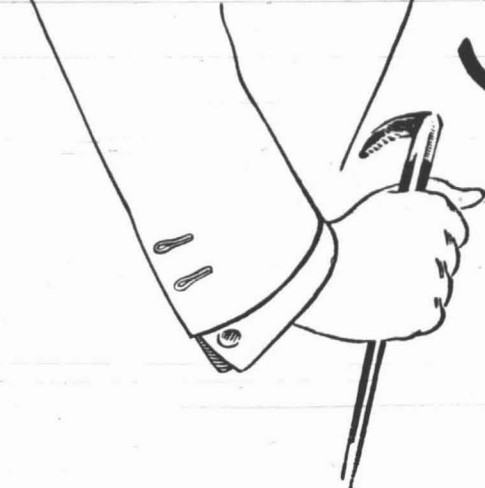
\$5.00 per

Window Card

her lips—
 gorgeous, daring
 beautiful swan-girl
 convention with a
 wrecked a king-
 comedy-romance
 an "Forbidden

Ferenc Molnar
 Adrienne Buchowetzki

BUCHOWETZKI
 PRODUCTION



SWAN

AN adaptation of the most
 notable stage success in the
 last ten years.

The story of a girl who tried to
 light the fire of love and found it
 dynamite.

A Paramount Picture

Three-column Newspaper Advertisement 3A

Swan?

SWAN

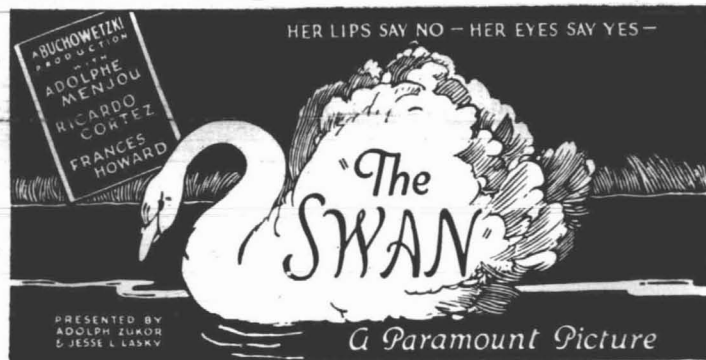
BUCHOWETZKI
 PRODUCTION
 with ADOLPHE MENJOU
 RICARDO CORTEZ
 FRANCES HOWARD
 PRESENTED BY
 ADOLPH ZUKOR and JESSE L. LASKY
 A Paramount Picture

HER LIPS
 SAY NO—
 HER EYES
 SAY YES

the perfect comedy
 tely wrought and
 lay with a fresh-
 characterization
 age or screen.
 highly artistic,
 an ideal cast.

ALTO

entary Press Ad 2ASX



Two-column Supplementary Press Ad 2AS

Trailers Build Business!

National Screen Service, Inc., issues an excellent Service
 Trailer on "The Swan."

It consists of 75 feet of film, including several good sell-
 ing titles and a half dozen carefully selected punch scenes
 from the picture. It sells for \$5 during the first four months
 after release date, with refund of \$1.50, if returned within
 two weeks of booking. After four months, cost is \$2.50,
 with \$1 refund if returned in two weeks. It thus costs you
 \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including
 trailers on the productions of Paramount and all other cam-
 panies, special animated openings and closings with your thea-
 tre name on them, and many other trailer accessories, for a
 nominal sum.

Write to your nearest National Screen Service office.
 See Price List on page 4.



ADOLPH ZUKOR
 JESSE L. LASKY
 PRESENT

THE
 SWAN

with
 ADOLPHE MENJOU
 RICARDO CORTEZ
 FRANCES HOWARD

BUCHOWETZKI
 PRODUCTION
 A Paramount Picture

A GORGEOUS, pol-
 ished production of
 Molnar's celebrated play
 which scored a phenom-
 enal hit on Broadway and
 wherever played.

Overlaid with 2 x 3 1/2 in.

HERALD

The cover of the herald
 on "The Swan," illustra-
 ted on the right, actual
 size, is a stunning black
 and silver combination.

A classier piece of ad-
 vertising even than the
 "Golden Bed" herald.

\$5.00 per 1,000.



Black and silver herald cover

ADVANCE PUBLICITY STORIES, SP

SPECIALS

Menjou Does "Prince of Wales" Filming "The Swan"

THE Prince of Wales, England's most press-agented young man, has nothing on Adolphe Menjou, equally celebrated in his line, when it comes to falling off a horse, or a title, for that matter. Menjou, who plays the role of a prince in "The Swan", the new Paramount picture which Dimitri Buchowetzki produced for Paramount was called upon to ride a fiery white steed for the riding scenes in the picture and when the horse decided he did not like a motion picture camera he threw Menjou from the saddle and galloped off down the road. Menjou was not hurt and members of "The Swan" company began calling him "Prince" with a new intonation.

Menjou is featured with Ricardo Cortez and Frances Howard in the leading roles of "The Swan", which is also adapted to the screen from the stage play by Ferenc Molnar.

Helen Lee Worthing, Ida Waterman, Clare Eames and others appear in the supporting cast of the production, coming to the next

Frances Howard Prefers Screen to Legitimate Stage

After making her first motion picture appearance in Paramount's "The Swan," Frances Howard, prominent on the Broadway stage, is ready to testify that working on the screen is "great fun."

"I like pictures better than the stage," she goes on to say, "and I have always been interested in the theatre at home."

"Everything is so much more real in pictures than it is on the stage. When there is rain, you get wet, but on the stage there would be only a few drops of water come down. The other day, for a scene, I cooked real potatoes over a real fire and I didn't have to act to register that it was hot standing over the stove. The reality and the little details that are so carefully attended to are what I like about motion pictures."

"Being my first picture, naturally I was enthusiastic about everything I saw in the big studio. It was a wonderful mystery to me, although I gradually fathomed the intricacies of it. Talk about the thrill that comes once in a life-time—it's breaking into the movies."

Miss Howard is featured with Adolphe Menjou and Ricardo Cortez in "The Swan", a Dimitri Buchowetzki production due on the There's a fine supporting cast.

Another "Follies" Beauty Answers Call of the Movies

Helen Lee Worthing is the latest of Ziegfeld's justly-famous "Follies" to take a flier in pictures. Miss Worthing made her screen debut in "Janice Meredith" and now heads the cast playing in support of Adolphe Menjou, Ricardo Cortez and Frances Howard in the Paramount picture, "The Swan", coming to the Theatre on

And while we are on the subject we might well add here that Miss Worthing deals a death blow to an old notion about show girls. According to most books, plays and films about these decorative young ladies, they subsist mainly on lobster, in many guises, and cocktails. Miss Worthing, who was born in Kentucky, and has not cultivated a taste for sea food, never has eaten lobster, nor oysters nor clams. The only time she tried to eat lobster she thought it tasted "musty."

Here is at least one stage beauty who eats such homely, unromantic food as potatoes, lima beans, old-fashioned chocolate layer cake and plenty of milk, because she has been told they are good for her. However, she admits liking dishes that have French names, because they sound interesting. "Garcon, bring some

PARAMOUNT FILMS MOLNAR'S "THE SWAN" WITH BIG FEATURED CAST

Dimitri Buchowetzki Production Features Adolphe Menjou, Ricardo Cortez and Frances Howard

IN "The Swan" Paramount has brought to the screen what is expected to be one of the outstanding successes of the year. Dimitri Buchowetzki, the famous Russian producer, adapted as well as produced, the picture from Ferenc Molnar's stage hit of the same name which ran for nearly a year on Broadway.

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the principal roles of the production which comes to the on to remain for days.

"The Swan" is a satirical comedy laid in the royal courts of Europe. It is the story of Princess Alexandra, called the Swan because she is so majestic, earnest, holds her head high and conducts herself irreproachably, who puts aside rank and tradition to marry the man she loves, the tutor of the young princes, in spite of everything her mother does to marry her off to a no-account prince of a neighboring kingdom.

Some of the highlights of this Paramount picture are a Central European court ball, a royal reception and betrothal dinner to a visiting prince, a sword duel fought at midnight in a dark corridor, a mountain rain and wind storm, and a great deal of charming court formality as well as intrigue. The director has interpolated in the story a picturesque

allegory laid in Spain of the 16th century, using a separate cast of players for these scenes. This fantasy is done all in pantomime, without spoken titles, and the players include Elizabeth Schermer and Fritz Feld of "The Miracle," Ivan Linow and others.

In transferring the Molnar stage success to the screen, Buchowetzki is said to have lost none of the smart sophistication of the comedy, and he has added much in the way of elegance and beautiful backgrounds.

The gowns, settings and decorations for "The Swan" establish a new high mark for lavishness and splendor in pictures.

Helen Lee Worthing, of the "Follies", heads the supporting cast.

True-to-Type Cast in Film Version of "The Swan." Produced as Paramount Picture from Stage Success

In bringing to the screen Ferenc Molnar's sparkling comedy, "The Swan", Paramount has assembled a cast of principals and supporting players who fit perfectly into the Continental background of this romantic tale of court life in the Balkans.

Adolphe Menjou, Ricardo Cortez and Frances Howard, Paramount's new star "find", are featured in the leading roles of the picture, to be shown on at the Theatre. Helen Lee Worthing, former "Follies" beauty, heads the supporting cast in the production. She is another newcomer in pictures, having made her screen debut in "Janice Meredith." She gives a very interesting performance in the role of a lady-in-waiting to the princess, played by Miss Howard. Menjou, as the prince and Miss Worthing carry on a highly interesting flirtation throughout the picture.

Clare Eames, who played Queen Elizabeth in "Dorothy Vernon of Haddon Hall", is another star of the legitimate stage who brings a very successful characterization to the screen in "The Swan".

The allegorical scenes in the production, a vivid fairy tale introduced logically into the theme of the picture, is a Broadway production all in itself. Those who cannot go to Broadway can see many of Gotham's favorites in this little story which the court tutor (Cortez) tells to the princess. Croker King, prominent English actor, Ramon Racomer, Ed. Roseman, Ivan Linow and others play in this episode.

Dimitri Buchowetzki, famous Russian producer, directed the picture and also adapted it to the screen.

"I'll Be There on Horseback!"

Frances Howard carried out this popular saying to the letter during the first scenes for the Paramount picture, "The Swan", in which she makes her screen debut featured with Adolphe Menjou and Ricardo Cortez.

Miss Howard rode into motion pictures on horseback. "Glad to see you, Miss Howard", said Dimitri Buchowetzki, the director, when Frances put in an appearance on location. "Here is your horse," he continued. "Now we'll take the scene."

It was rather sudden for Miss Howard, but she mounted and was soon galloping toward the camera and her first scene in motion pictures.

"The Swan", with Helen Lee Worthing heading the supporting cast, opens on at the

Royalty Plays Royalty in "The Swan"

Carrying out his belief that no one can impersonate royalty to better effect than royalty itself, Dimitri Buchowetzki secured the services of several titled personages for a court ball and other functions of state in "The Swan", his latest Paramount production, which features Adolphe Menjou, Ricardo Cortez and Frances Howard.

The cast of the picture, which opens next at the Theatre, includes a princess, a fugitive since the Russian revolution which robbed her of family domain and position; a countess, a baroness and an honest-to-goodness general.

Helen Lee Worthing and other beauties from the "Follies" and "Vanities" in New York City also appear in the production, a regal romantic-comedy laid in a kingdom in central Europe.

"Prince George"

Thirteen-year-old George Walcott, who plays one of the young princes in "The Swan", is intimately acquainted with the intricacies of the part, having played the same role for more than a year during the Broadway run of the Molnar play.

Prior to that he had played in "The Betrothal," a Winthrop Ames production, and also in "Happiness" with Laurette Taylor.

Other Paramount pictures in which the youthful stage and screen actor has appeared are "Away Goes Prudence," with Billie Burke, and "39, East" starring Constance Binney.

"The Swan", featuring Adolphe Menjou, Ricardo Cortez and Frances Howard, comes to the Theatre next to remain for

MENJOU CAST IN "THE SWAN"

Cortez and Frances Howard in New Paramount

ADOLPHE MENJOU has added a foreign touch to his screen portraying technique. In order to portray with his usual perfection part of a suave prince in "The Swan", a Paramount picture which features Molnar's stage success which features Menjou, Ricardo Cortez and Frances Howard, Adolphe devoted every moment of his time away from the camera during the filming of the production to the serious business of manipulating a monocle.

"This prince fellow uses his monocle as naturally as an average man breathes," explains Mr. Menjou. "He drops it by raising his eyebrows slightly. It would be fatal to the correctness of my characterization of the role if I found it necessary to grimace each time I dropped the monocle to my eye."

As Prince Albert, heir-apparent of one of the most powerful thrones in Europe, Menjou is claimed to be one of those roles that may be said to fit him like a glove. His is one of an irresponsible son of a lady whose mother tries to arrange a match for him with beautiful Princess Alexandra of a neighboring principality. Miss Howard, Paramount's new star "find", plays the princess. It is Miss Howard's first screen appearance. Cortez has the role of the tutor, the prince Alexandra's brother. He is in love with the princess but realizes the great gulf that separates them and does not speak his mind.

Anyway, Albert shows no interest at all in Alexandra and is led away by disgust by his mother when he cries on a flirtation with one of the ladies-in-waiting in the court. Helen Lee Worthing, Ziegfeld Follies beauty, plays this part.

"The Swan", which opens a days' run next at the Theatre, was produced by the screen by Dimitri Buchowetzki who made "Peter the Great", "The Lily of the Dust", and others. It also wrote the screen play. Included in the cast playing in support of the principals are Ida Waterman, Clare Eames, Helen Lindroth and Arthur Donaldson.

Midnight Duel Big Scene in Paramount's "The Swan"

One of the high spots in the Paramount picture, "The Swan", written and produced for the screen by Dimitri Buchowetzki, from the stage play of the same name by Ferenc Molnar, is a midnight duel between Adolphe Menjou and Ricardo Cortez both featured with Frances Howard in the picture, which comes to on

It all happens in the prince's bedroom at the palace, where Menjou and his officers are celebrating hilariously his coming marriage with the princess (Miss Howard). There are words—a short combat—Cortez, the court tutor in "The Swan", disarms the prince who is drunk.

One of the prince's aides, a skillful swordsman takes up his master's sword and continues the fight in defense of the prince's honor. The battle carries the prince into a lonely gallery of the palace, and the fight continues in the light of candles carried by the other officers.

The noise awakens the entire household which is held spellbound by the scene of the wounded tutor. The scene then climaxes with her reckless declaration of love to the victor, further scandalizing her mother and the court by fervently kissing him before everyone—thus ruining all the plans of two scheming mothers who had thought to unite two powerful families by intermarriage. The duel is also the means of straightening out a tangle which

IES, SPECIALS, REVIEWS, SHORTS

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One of the prince's aides, a skilful swordsman takes up his master's sword and continues the fight in the sense of the prince's honor. The fight carries the prince into a long, lit gallery of the palace, and the fight continues in the light of candles carried by the other officers. The noise awakens the entire royal household which is a spellbound scene of the prince's wounded tutor arming the expert colonel. The scene then climaxes with the reckless declaration of love for a victor, further scandalizing her mother and the court by fervently sing him before everyone—thus bringing all the players into the scene. The duel is a tangle which to this point had threatened to

FRANCES HOWARD, NEW TO SCREEN, HAS TITLE ROLE IN "THE SWAN"

Featured With Adolphe Menjou and Ricardo Cortez in
Dimitri Buchowetzki-Paramount Production

WHO is Miss Frances Howard, selected to play the principal role in "The Swan" for Paramount?

She is just nineteen years old. Her family name is McLaughlin, and Frances was born in Omaha, Neb. She is a direct descendant of Daniel O'Connell, the famous Irish patriot.

When she was ten years old, Frances began to give evidence of the delicate beauty, and lively personality that have since won such widespread recognition. Her mother said one day,

"Wouldn't it be wonderful, Frances, if you could get into motion pictures some day."

"What nonsense, Mother," Frances replied, dismissing the idea with all the finality of extreme youth. At that time she had no aims nor ambitions toward the screen. But it was only a few years later that she became stage struck at the age of 15. Strangely enough, it wasn't the glamour, or the artistic side of stage life that attracted her, but the money.

Similarly, it was the desire to earn more money that lifted her out of the chorus and gave her a chance to show what she could do in stock companies, and occasional Broadway productions.

Incidentally, Miss Billy Burke is Miss Howard's ideal in high comedy roles. During the run of "Intimate Strangers" Miss Howard had an opportunity to watch Miss Burke's subtle stage impersonations, and she received many helpful suggestions from the famous star.

Miss Howard plays the role of a princess in "The Swan" who turns down a prince for the man she loves though he be only a tutor in the court. Menjou is cast as the prince and Cortez is the tutor.

Helen Lee Worthing, former "Follies" beauty, has the role of a lady-in waiting who coquettes gracefully for the prince and completely turns the fickle fellow's head.

"The Swan", written and produced for the screen by Dimitri Buchowetzki, who made "Peter the Great", is a screen version of Ferenc Molnar's stage success by that name.

There's a capable supporting cast in the picture, which will be shown at the Theatre on next.

Ball Room Scene High Spot in Paramount Screen Version of Molnar's Stage Success, "The Swan"

The main stage at the Paramount Long Island studio has reared many a gorgeous and fantastic set for the making of motion pictures, but nothing in its past history approached the ball room scene of "The Swan," a Dimitri Buchowetzki production for Paramount which will be shown at the on Adolphe Menjou, Ricardo Cortez and Frances Howard are featured. In design, workmanship, architectural fidelity and lavish detail it surpasses anything the film makers of the big Long Island plant have yet attempted.

The locale of the story is a snobbish little Balkan principality; time, the present. The big set is a feast for the camera's eye, Marble columns, Gobelin tapestries (exact copies of authentic masterpieces), a florid balcony, for the orchestra, gilded chair and benches; the whole mirrored in a polished parquet floor. On the right, flanking the side of the ball room, a glass gallery lined with statuary and marble benches.

A huge crystal chandelier is a big feature. It is not merely a motion picture "prop", either, for in its younger days it used to hang in the grand ball room of Delmonico's famous Fifth Avenue restaurant.

It is against such a background that much of the action of "The Swan" takes place—the gorgeous court reception, betrothal dinner, midnight dueling episodes, combining beauty, love interest and rapid-fire action.

"The Swan" is a picturization of the Broadway stage play by Ferenc Molnar.

Buchowetzki Saves the Day!

In the course of filming a production, there are many occasions when presence of mind, on the part of the director, a player, cameraman, electrician or prop boy, saves a scene from being spoiled, incidentally keeping down the cost of the picture by eliminating retakes.

Recently such an occasion arose at the Paramount Long Island studio when Dimitri Buchowetzki was directing "The Swan."

Frances Howard, in the title role, was working alone in a scene. It was Saturday morning, and with the prospect of a matinee performance that afternoon in "The Best People," Miss Howard was planning to dash from the studio at 12:30 in order to get into her stage make-up and costume.

In the picture scene, Miss Howard is awakened during the night by the sound of pistol shots. To help her get the necessary fright and horror into the scene, Buchowetzki decided to discharge a couple of revolver shots into the air. In anticipation of the loud report, everybody back of the camera had their fingers to their ears.

The scene was ready for filming, Buchowetzki called "camera!" and Miss Howard played on. At the point when the revolver was to have been discharged, instead of pistol shots there was a blood-curdling roar of "Bang! Bang!" which had the desired effect of scaring the Swan out of her sleep. When the scene was satisfactorily completed, it came out that the revolver had failed to respond when Buchowetzki pulled the trigger. To avoid a retake of the scene, necessitating loss of precious minutes to Miss Howard, the director had barked in realistic imitation of a revolver.

"The Swan" marks Miss Howard's first work for the screen. She is featured in the production with Adolphe Menjou and Ricardo Cortez. The picture is an adaptation of Ferenc Molnar's Broadway stage hit with a cast of big names playing in support of the aforementioned trio.

Studio Story No. 1,746,645

Mishaps are none too rare in a motion picture studio, but a recent make-up accident during the shooting of some allegorical scenes for "The Swan" takes the first prize as a freak.

Dimitri Buchowetzki, the Paramount producer who filmed the Molnar play with Adolphe Menjou, Ricardo Cortez and Frances Howard in featured roles, gathered his cast together during the filming of the picture in order to resume the day's work. When he called for the King (a part played by Croker King, the English actor) the director was informed that the King

REVIEWS

"The Swan"

THE Paramount picture, "The Swan," written and produced for the screen by Dimitri Buchowetzki from Ferenc Molnar's stage success, is the feature at the Theatre all this week.

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the leading roles.

The story is one of Princess Alexandra, the Swan, whose mother, ruler of a small kingdom in the Balkans, plans to marry her off to a prince of a neighboring principality. But the girl is in love with the young court tutor.

A reception is given in honor of the visiting prince and it ends in a duel between the prince and the tutor. The princess steps in between the two men and scandalizes the entire court by putting her arms around the tutor and kissing him fervently.

The prince's mother leads her son out of the scene, very much put out at the idea that anyone

prefer a common tutor to her princely son.

Alexandra convinces her mother that her love for the tutor is far greater than rank or tradition and the end of the picture finds the princess happy in the arms of her tutor lover.

So much for the plot.

Adolphe Menjou plays Prince Albert. Cortez is the tutor and Miss Howard is Princess Alexandra. Helen Lee Worthing, former "Follies" beauty, is cast as an alluring blonde lady-in-waiting who flirts with the philandering prince to the distraction of the scheming mothers who, try as they may, can't seem to get prince and princess together.

To sum up, "The Swan" is an unusually pleasing comedy-romance in a royal setting.

(Review No. 2)

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the new Paramount picture, "The Swan," a Dimitri Buchowetzki production now at the

The picture is an adaptation of Ferenc Molnar's stage play of the same name which ran for nearly a year on Broadway. It is a delightful satire on royalty. The action is scintillating and lively. It centers around Miss Howard as the princess, Menjou as the prince and Cortez as the court tutor who loves the princess but realizes the gulf that separates them and contents himself with worshipping from afar.

The prince is a gay, thoughtless fellow whose mother's one wish is to marry him to Princess Alexandra and so unite two of the strongest kingdoms in central Europe. At a magnificent court reception he is presented to the princess but attracted to a flirtatious lady-in-waiting, and so the well-laid plans of the two mothers go up in smoke.

As a last resort, a formal dinner is given to the prince on the eve of his departure. The princess is forced to flirt with the tutor to make the prince jealous—and this proves the worst move the mothers could have made, for the attention goes to the head of the young tutor and sets on fire a real love in the hearts of both that is filled with exciting consequences for all concerned.

"The Swan" is the last word in screen gorgeousness.

High-Steppers

Frances Howard, Helen Lee Worthing, the supporting cast in "The Swan", and a hand-picked collection of beauties from the "Follies" could be seen daily going through the intricate figures of the quadrille under the direction of a specially engaged dance master at Paramount's Long Island studio recently during the filming of Ferenc Molnar's stage play.

In addition to the leading players—Adolphe Menjou, Ricardo Cortez and Miss Howard are featured in the principal roles of the production—Dimitri Buchowetzki, the director, chose fifty men and women, among

Screen to Legitimate Stage

After making her first motion picture appearance in Paramount's "The Swan," Frances Howard, prominent on the Broadway stage, is ready to testify that working on the screen is "great fun."

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"The Swan" was written and produced for the screen by Dimitri Buchowetzki, from Ferenc Molnar's Broadway stage success by that name.

Bebe Greets "The Swan"

Bebe Daniels was one of the first of the big family of stars at Paramount's Long Island studio to welcome Frances Howard into the fold. The occasion being Miss Howard's first screen appearance in Molnar's "The Swan", produced for Paramount by Dimitri Buchowetzki.

"So they've got a Swan at last," said Bebe, beaming cordially on Miss Howard.

"Yes," said Frances, "and what with being fitted for gowns, and having my photograph taken and learning screen make-up, I'm all at sea!"

"Well," said Bebe, "Swans take naturally to water."

Don't miss "The Swan" at the next Adolphe Menjou and Ricardo Cortez are featured with Miss Howard.

Held Over

"The Swan," the Paramount picture which ran for nearly a year on Broadway and which was to have closed its run at the Theatre today will be held over for another day.

The story is a romantic comedy of a princess who has to make a choice between two men—a prince who offers her a kingdom, everything she could possibly wish for—and a court tutor who offers her—love.

Adolphe Menjou plays the prince, Ricardo Cortez is the tutor and Frances Howard, Paramount's new "find", is the princess. All three are featured. Buchowetzki directed.

True-to-Type Cast in Film Version of "The Swan."

Produced as Paramount Picture from Stage Success

In bringing to the screen Ferenc Molnar's sparkling comedy, "The Swan", Paramount has assembled a cast of principals and supporting players who fit perfectly into the Continental background of this romantic tale of court life in the Balkans.

Adolphe Menjou, Ricardo Cortez and Frances Howard, Paramount's new star "find", are featured in the leading roles of the picture, to be shown on at the Theatre. Helen Lee Worthing, former "Follies" beauty, heads the supporting cast in the production. She is another newcomer in pictures, having made her screen debut in "Janice Meredith." She gives a very interesting performance in the role of a lady-in-waiting to the princess, played by Miss Howard. Menjou, as the prince and Miss Worthing carry on a highly interesting flirtation throughout the picture.

Clare Eames, who played Queen Elizabeth in "Dorothy Vernon of Haddon Hall", is another star of the legitimate stage who brings a very successful characterization to the screen in "The Swan".

The allegorical scenes in the production, a vivid fairy tale introduced logically into the theme of the picture, is a Broadway production all in itself. Those who cannot go to Broadway can see many of Gotham's favorites in this little story which the court tutor (Cortez) tells to the princess. Croker King, prominent English actor, Ramon Ramoner, Ed. Roseman, Ivan Linow and others play in this episode.

Dimitri Buchowetzki, famous Russian producer, directed the picture and also adapted it to the screen.

"I'll Be There on Horseback!"

Frances Howard carried out this popular saying to the letter during the first scenes for the Paramount picture, "The Swan", in which she makes her screen debut featured with Adolphe Menjou and Ricardo Cortez. Miss Howard rode into motion pictures on horseback.

"Glad to see you, Miss Howard", said Dimitri Buchowetzki, the director, when Frances put in an appearance on location. "Here is your horse," he continued. "Now we'll take the scene."

It was rather sudden for Miss Howard, but she mounted and was soon galloping toward the camera and her first scene in motion pictures.

"The Swan", with Helen Lee Worthing heading the supporting cast, opens on at the

Royalty Plays Royalty in "The Swan"

Carrying out his belief that no one can impersonate royalty to better effect than royalty itself, Dimitri Buchowetzki secured the services of several titled personages for a court ball and other functions of state in "The Swan", his latest Paramount production, which features Adolphe Menjou, Ricardo Cortez and Frances Howard.

The cast of the picture, which opens next at the Theatre, includes a princess, a fugitive since the Russian revolution which robbed her of family domain and position; a countess, a baroness and an honest-to-goodness general.

Helen Lee Worthing and other beauties from the "Follies" and "Vanities" in New York City also appear in the production, a regal romantic-comedy laid in a kingdom in central Europe.

"Prince George"

Thirteen-year-old George Walcott, who plays one of the young princes in "The Swan," is intimately acquainted with the intricacies of the part, having played the same role for more than a year during the Broadway run of the Molnar play.

Prior to that he had played in "The Betrothal," a Winthrop Ames production, and also in "Happiness" with Laurette Taylor.

Other Paramount pictures in which the youthful stage and screen actor has appeared are "Away Goes Prudence," with Billie Burke, and "39, East" starring Constance Binney.

"The Swan", featuring Adolphe Menjou, Ricardo Cortez and Frances Howard, comes to the Theatre next to remain for days.

Motor-Driven Camera Used to Take Scenes for "The Swan"

The second time that the motor-driven camera, which was introduced to the Paramount Long Island studio for "Monsieur Beaucaire", was employed occurred when Alvin Wyckoff used it to get three panoramic shots which would not have been satisfactory with the old method. The former stunt of using one hand to crank the camera, and the other hand to swing the camera on the action is now obsolete. The motor-driven camera as demonstrated in "The Swan" permits the cameraman to devote all his attention to "panning" and makes for perfect filming of scenes which require uninterrupted camera play.

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in "The Swan," adapted for the screen and directed by Dimitri Buchowetzki. It will be the feature at the Theatre next

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		(and Des Moines, Iowa.)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

Princess Alexandra of principality. Miss Hd", play mount's new star "find" Howard's princess. It is Miss. Cortez ha screen appearance. He is in the role of the tutor. t realizes Alexandra's brother. t realizes with the princess butes them great gulf that separad. does not speak his mws no in

Anyway, Albert sho is led aw at all in Alexandra and when he disgust by his mother th one o ries on a flirtation w court. I ladies-in-waiting in the gfeld F Lee Worthing. Zie beauty, plays this paropens a ..

"The Swan", which at days' run next produce Theatre, wa the screen by Dimitr who made "Peter the "Lily of the Dust", a also wrote the screen in the cast playing in principals are Ida W h and A Eames, Helen Lindro Donaldson.

Midnight Duel in Paramount's

One of the high sp mount picture, "The and produced for Dimitri Buchowetzki me by F play of the same Ricardo Co Adolphe Menjou and Frances Ho both featured with comes to in the picture, which

..... on e prince's It all happens in where Me room at the palace celebr and his officers marriage hilariously his coming ward). T the princess (Miss Ho combat are words—a short tutor in Cortez, the court prince wh Swan", disarms the drunk.

One of the prince's his ma swordsman takes up the fight sword and continues honor. defense of the prince into a battle carries the palace, and unlit gallery of the light of fight continues in other officer dles carried by the other the entire

The noise awakens spellb household which is wounded by the scene of the colonel. disarming the expert the scene princess then climaxes on of love her reckless declarati andalizing the victor, further sort by ferv mother and the cor everyone kissing him before two sche ruining all the plans ought to mothers who had the by inter two powerful familie also the m riage. The duel is a tangle of straightening out threatene up to this point had the princes bring unhappiness to ter. the tutor who loves dentally,

This action, incle the largest place in what was ter constr most beautiful set island stud at Paramount's Long ing, "Fo

Helen Lee Worl beauty who made her screen in "Janice Meredith" heads strong supporting ast in "Swan."

Cameras Grind—But No Actors Appear in Scene for "Swan"

In one of the most thrilling scenes of Paramount's "The Swan" camera turns for several minutes without any actors appearing on screen. And incidentally, Dimitri Buchowetzki demonstrates that he is a skilful directing shadows as he handles flesh and blood.

During a famous duel scene between a court tutor and an officer, the two principals are entirely out of the camera's range. Their shadows can be seen on the wall at the end of the long glass gallery in a pantomime of swiftly moving swords and tense figures, circling like for an advantageous thrust.

Then suddenly the shadows disappear and Ricardo Cortez, the tutor, backs into the scene, closely pressed by his adversary.

Cortez is featured with Adolphe Menjou and Frances Howard in "The Swan", coming to the Theatre on It's a romantic-comedy, adapted to screen by Dimitri Buchowetzki from the stage hit by Ferenc Molnar.

ness Alexandra of a neighboring principality. Miss Howard, Paramount's new star "find", plays the princess. It is Miss Howard's first appearance. Cortez has the role of the tutor. The princess, Alexandra's brother, He is in love with the princess but realizes the gulf that separates them and does not speak his mind. Anyway, Albert shows no interest in Alexandra and is led away in disgust by his mother when he catches on a flirtation with one of the ladies-in-waiting in the court. Helen Lee Worthing, Ziegfeld Follies beauty, plays this part. "The Swan", which opens a run next at the Theatre, was produced for the screen by Dimitri Buchowetzki, who made "Peter the Great", "Men", and others. He wrote the screen play. Included in the cast playing in support of the principals are Ida Waterman, Clare Ames, Helen Lindrohn and Arthur Maldson.

Midnight Duel Big Scene in Paramount's "The Swan"

One of the high spots in the Paramount picture, "The Swan", written and produced for the screen by Dimitri Buchowetzki, from the stage play of the same name by Ferenc Molnar, is a midnight duel between Adolphe Menjou and Ricardo Cortez, who featured with Frances Howard in the picture, which comes to the

It all happens in the prince's bedroom at the palace, where Menjou and his officers are celebrating marriage with the princess (Miss Howard). There words—a short combat and tutor in "The Swan", disarms the prince who is unk.

One of the prince's aides, a skillful swordsman takes up the fight in the prince's honor. The fight carries the picture into a long, lit gallery of the palace, and the fight continues in the light of candles carried by the officers.

The noise awakens the entire royal household which is spellbound by the scene of the wounding tutor. The scene with on of love for the prince, further scandalizing her other and the court, and the coupling him before the king. The scene with on of love for the prince, further scandalizing her other and the court, and the coupling him before the king. The scene with on of love for the prince, further scandalizing her other and the court, and the coupling him before the king.

This action, incidentally, takes place in what was the most beautiful set ever constructed in Paramount's Long Island studio. Helen Lee Worthing, "Follies" beauty who made her screen debut in "Janice Meredith", heads the strong supporting cast in "The Swan."

Cameras Grind—But No Actors Appear in Scene for "Swan!"

In one of the most thrilling scenes of Paramount's "The Swan" the camera turns for several minutes without any actors appearing on the screen. And incidentally, Dimitri Buchowetzki demonstrates that he is a skillful director, handling flesh and blood.

During a famous duel scene between a court tutor and an army officer, the two principals are entirely out of the camera's range. Only their shadows can be seen on the wall at the end of the long glass gallery, a pantomime of swiftly moving swords and tense figures, circling catlike for an advantageous thrust.

Then suddenly the shadows disappear and Ricardo Cortez, the tutor, is seen closely pressed by his adversary. Cortez is featured with Adolphe Menjou and Frances Howard in "The Swan", coming to the Theatre on It's a royal romantic-comedy, adapted to the screen by Dimitri Buchowetzki from the stage hit by Ferenc Molnar.

"The Swan", written and produced for the screen by Dimitri Buchowetzki, who made "Peter the Great", is a screen version of Ferenc Molnar's stage success by that name.

There's a capable supporting cast in the picture, which will be shown at the Theatre on next.

Ball Room Scene High Spot in Paramount Screen Version of Molnar's Stage Success, "The Swan"

The main stage at the Paramount Long Island studio has reared many a gorgeous and fantastic set for the making of motion pictures, but nothing in its past history approached the ball room scene of "The Swan," a Dimitri Buchowetzki production for Paramount which will be shown at the on Adolphe Menjou, Ricardo Cortez and Frances Howard are featured. In design, workmanship, architectural fidelity and lavish detail it surpasses anything the film makers of the big Long Island plant have yet attempted.

The locale of the story is a snobbish little Balkan principality; time, the present. The big set is a feast for the camera's eye, Marble columns, Gobelin tapestries (exact copies of authentic masterpieces), a florid balcony, for the orchestra, gilded chair and benches; the whole mirrored in a polished parquet floor. On the right, flanking the side of the ball room, a glass gallery lined with statuary and marble benches.

A huge crystal chandelier is a big feature. It is not merely a motion picture "prop", either, for in its younger days it used to hang in the grand ball room of Delmonico's famous Fifth Avenue restaurant.

It is against such a background that much of the action of "The Swan" takes place—the gorgeous court reception, betrothal dinner, midnight dueling episodes, combining beauty, love interest and rapidfire action. "The Swan" is a picturization of the Broadway stage play by Ferenc Molnar.

Buchowetzki Saves the Day!

In the course of filming a production, there are many occasions when presence of mind, on the part of the director, a player, cameraman, electrician or prop boy, saves a scene from being spoiled, incidentally keeping down the cost of the picture by eliminating retakes.

Recently such an occasion arose at the Paramount Long Island studio when Dimitri Buchowetzki was directing "The Swan."

Frances Howard, in the title role, was working alone in a scene. It was Saturday morning, and with the prospect of a matinee performance that afternoon in "The Best People," Miss Howard was planning to dash from the studio at 12:30 in order to get into her stage make-up and costume.

In the picture scene, Miss Howard is awakened during the night by the sound of pistol shots. To help her get the necessary fright and horror into the scene, Buchowetzki decided to discharge a couple of revolver shots in the air. In anticipation of the loud report, everybody back of the camera had their fingers to their ears.

The scene was ready for filming, Buchowetzki called "camera!" and Miss Howard played on. At the point when the revolver was to have been discharged, instead of pistol shots there was a blood-curdling roar of "Bang! Bang!" which had the desired effect of scaring the Swan out of her sleep. When the scene was satisfactorily completed, it came out that the revolver had failed to respond when Buchowetzki pulled the trigger. To avoid a retake of the scene, necessitating loss of precious minutes to Miss Howard, the director had barked in realistic imitation of a revolver.

"The Swan" marks Miss Howard's first work for the screen. She is featured in the production with Adolphe Menjou and Ricardo Cortez. The picture is an adaptation of Ferenc Molnar's Broadway stage hit with a cast of big names playing in support of the aforementioned trio.

Studio Story No. 1,746,645

Mishaps are none too rare in a motion picture studio, but a recent make-up accident during the shooting of some allegorical scenes for "The Swan" takes the first prize as a freak.

Dimitri Buchowetzki, the Paramount producer who filmed the Molnar play with Adolphe Menjou, Ricardo Cortez and Frances Howard in featured roles, gathered his cast together during the filming of the picture in order to resume the day's work. When he called for the King (a part played by Croker King, the English actor) the director was informed that the King had gone to repair his make-up.

"His make-up was correct—tell him not to change it," said Buchowetzki, and started rehearsal of the scene without the King.

In a few minutes the missing actor appeared, distress written all over his face, which was bearded with crepe hair in the fashion of the period of Philip II of Spain. Inquiry as to the cause of his apparent unhappiness revealed the fact that the King had unwittingly eaten half of his crepe hair beard with his breakfast.

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the leading roles of "The Swan," written and directed for the screen by Dimitri Buchowetzki, the man who made "Peter the Great". "The Swan" is an adaptation of Ferenc Molnar's stage success.

The picture opens at the

What the Critics Thought of "The Swan"

An example of what every metropolitan critic had to say for Ferenc Molnar's stage play when it ran on Broadway.

"Ferenc Molnar triumphs in romantic high comedy. At the end of the second of three acts, the audience rose to play and players with a spontaneity and intensity of enthusiasm which have seldom been surpassed in our theatre. The hand of the master wrought firmly throughout, and every word spoken in the three hours between 8:22 and 11:20 was integral and significant. What is unique in the play is its literary art, the freshness and beauty of its characterizations, and the dramatic skill with which it is sustained on the level of high comedy and significant romance." John Corbin in N. Y. Times.

"Was it still raining when the audience came out of the Cort Theatre after the first performance of Molnar's comedy 'The Swan?' One scarcely noticed it as he came away from one of those very rare evenings in the theatre when unalloyed delight has been his unexpected portion. In 'The Swan' there is no indirection, no muddying writing, no faltering in the progress of the story. Here is surely the perfect comedy of the year." N. Y. Telegram.

"Read all the signposts there are in New York and you will find that, with last night's paint glistening fresh upon them, they point one and all to the Cort. For at that theatre last night a new comedy from Hungary was set forth—a silvery, delicately wrought and utterly delightful play. 'The Swan' is incomparably the best work which has been done." Alexander Woolcott in the N. Y. Herald.

What is true of the stage play also goes for the Paramount picture!

Adolphe Menjou plays Prince Albert. Cortez is the tutor and Miss Howard is Princess Alexandra. Helen Lee Worthing, former "Follies" beauty, is cast as an alluring blonde lady-in-waiting who flirts with the philandering prince to the distraction of the scheming mothers who, try as they may, can't seem to get prince and princess together.

To sum up, "The Swan" is an unusually pleasing comedy-romance in a royal setting.

(Review No. 2)

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the new Paramount picture, "The Swan", a Dimitri Buchowetzki production now at the

The picture is an adaptation of Ferenc Molnar's stage play of the same name which ran for nearly a year on Broadway. It is a delightful satire on royalty. The action is scintillating and lively. It centers around Miss Howard as the princess, Menjou as the prince and Cortez as the court tutor who loves the princess but realizes the gulf that separates them and contents himself with worshipping from afar.

The prince is a gay, thoughtless fellow whose mother's one wish is to marry him to Princess Alexandra and so unite two of the strongest kingdoms in central Europe. At a magnificent court reception he is presented to the princess but attracted to a flirtatious lady-in-waiting, and so the well-laid plans of the two mothers go up in smoke.

As a last resort, a formal dinner is given to the prince on the eve of his departure. The princess is forced to flirt with the tutor to make the prince jealous—and this proves the worst move the mothers could have made, for the attention goes to the head of the young tutor and sets on fire a real love in the hearts of both that is filled with exciting consequences for all concerned.

"The Swan" is the last word in screen gorgeousness.

High-Steppers

Frances Howard, Helen Lee Worthing, the supporting cast in "The Swan", and a hand-picked collection of beauties from the "Follies" could be seen daily going through the intricate figures of the quadrille under the direction of a specially engaged dance master at Paramount's Long Island studio recently during the filming of Ferenc Molnar's stage play.

In addition to the leading players—Adolphe Menjou, Ricardo Cortez and Miss Howard are featured in the principal roles of the production—Dimitri Buchowetzki, the director, chose fifty men and women, among them a Russian princess, a countess and a baroness, as well as a goodly number of "Follies" and "Vanities" girls, to represent diplomats, ladies-in-waiting, officers and guests at a court reception and ball which is a colorful sequence in the film version.

This scene, incidentally, necessitated the building of the largest "set" ever constructed in Paramount's Long Island film factory.

"The Swan", which Buchowetzki both wrote and produced for the screen, opens at the on It's a romantic high comedy, laid in a little kingdom in the Balkans.

Closes Today

The final showings of the Paramount picture, "The Swan", written and directed for the screen by Dimitri Buchowetzki from Ferenc Molnar's stage hit of the same name, will take place at the Theatre this afternoon and evening.

Adolphe Menjou, Ricardo Cortez and Frances Howard are featured in the principal roles of the production which opened at the on last and which has been playing to capacity audiences daily.

Helen Lee Worthing, of "Follies" fame, heads the cast playing in support.

"The Swan" Due

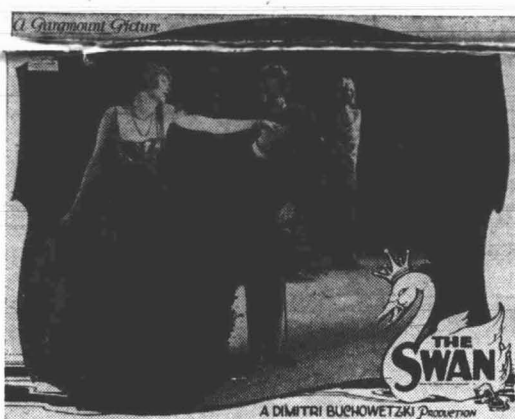
Paramount's "The Swan," a screen version of Ferenc Molnar's Broadway stage success and featuring Adolphe Menjou, Ricardo Cortez and Frances Howard, comes to the Theatre on next to remain for days.

Dimitri Buchowetzki, who directed Pola Negri in "Men" and "Lily of the Dust," produced the story for the screen.



A Buchowetzki Production, PARAMOUNT PAPER THAT

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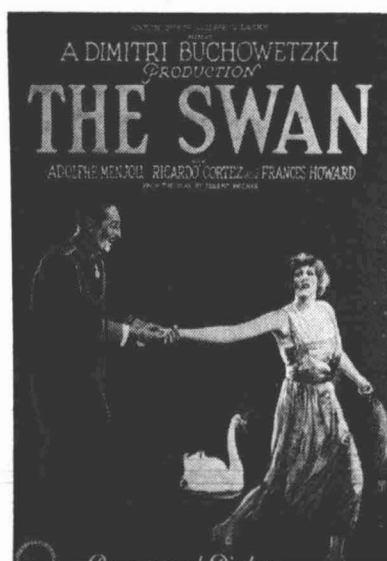
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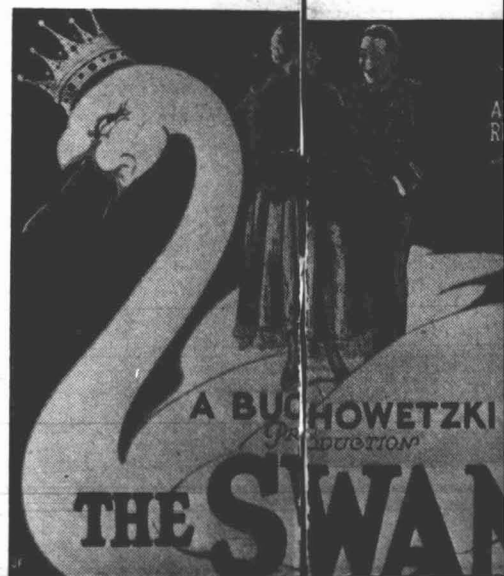
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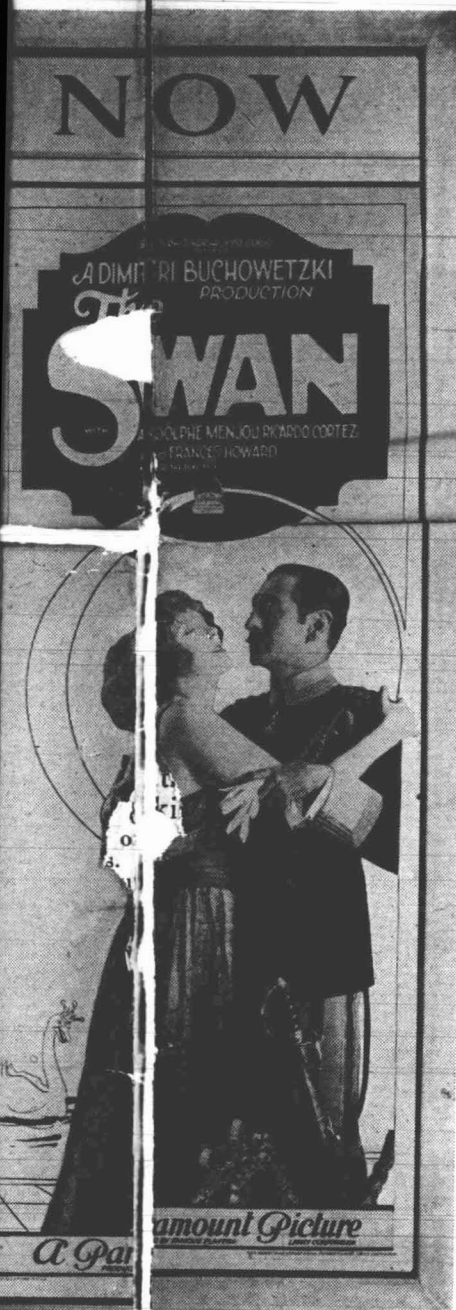


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Production, "The Swan" R THAT PACKS THE PUNCH

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The story of a girl who shattered tradition and family honor for the man she loved.

Girls:—What would happen if the Prince of Wales fell in love with YOU? See "The Swan."

Adolphe Menjou as a philandering son of royalty—a suave, highly amusing role such as he played in "Forbidden Paradise."

Proud, haughty, imperious Swan—but her love song scandalized a nation.

You can't always read what's in a girl's heart by the things she does or says. See "The Swan."

Her face was a mask of frozen sweets, but her heart was a flame of love. "The Swan."

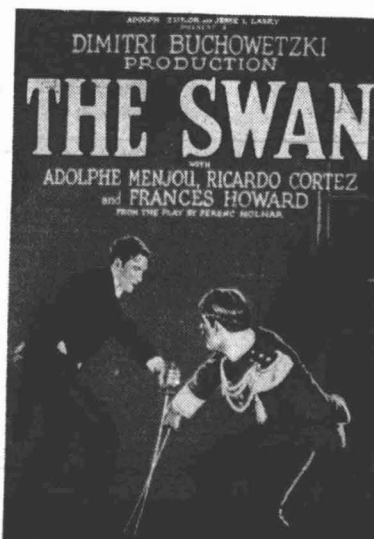
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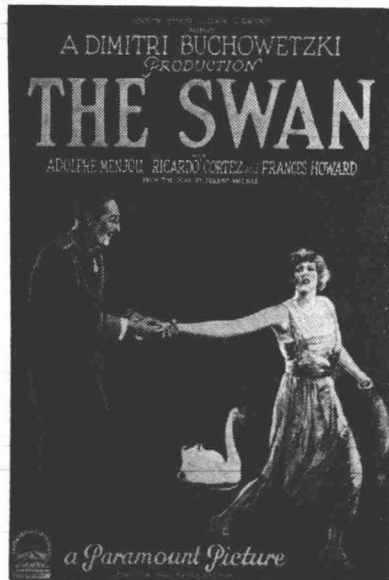
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One Column	.35	Cross Word Puzzle Books	.08
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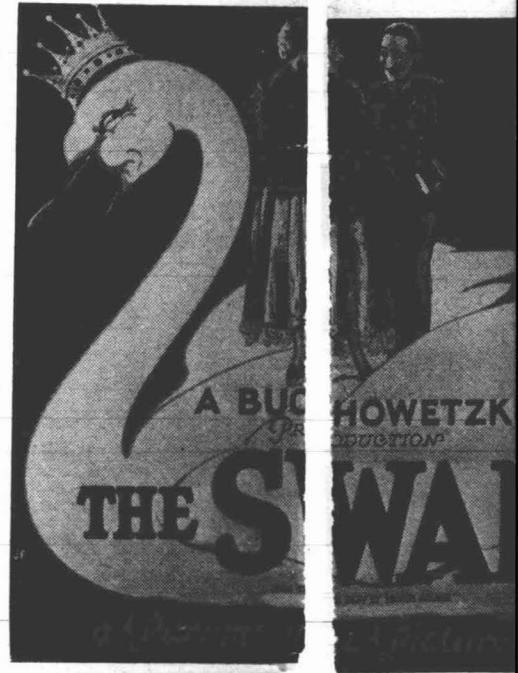


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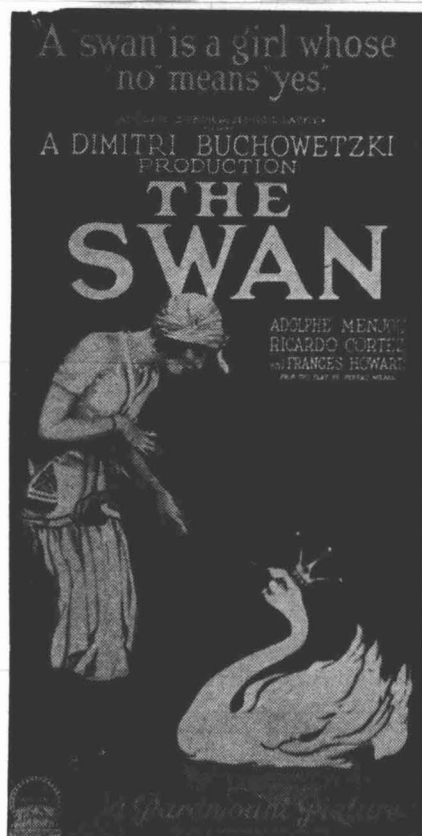
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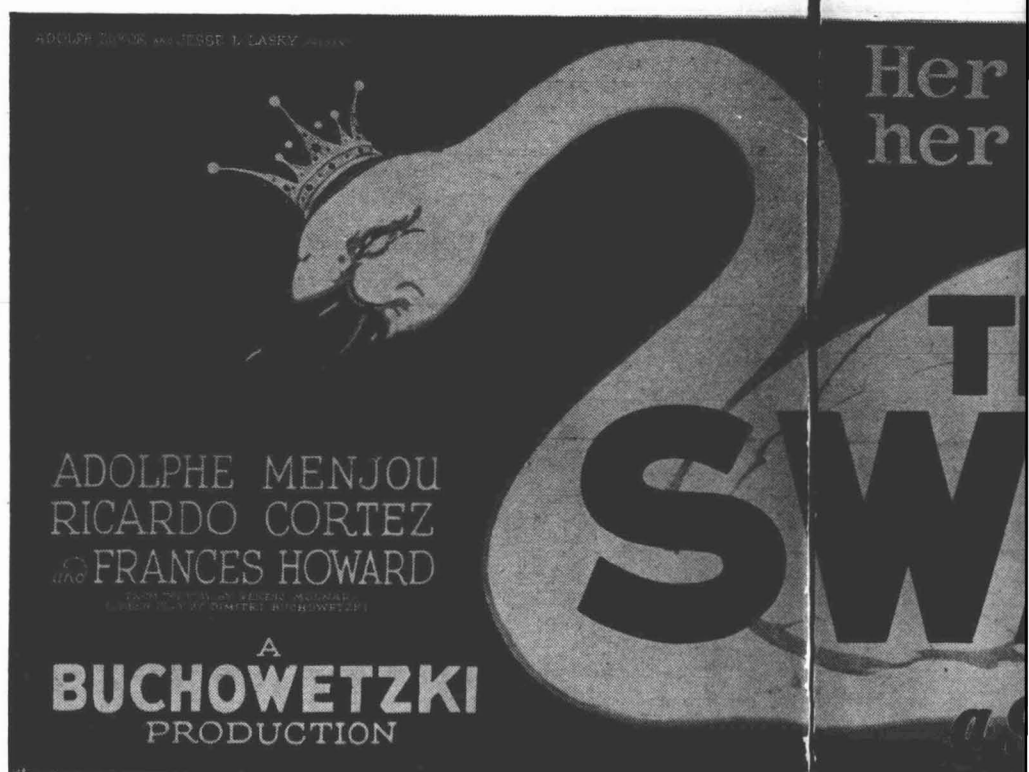
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Twenty-four Sheet Poster 24A



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The story of a girl who shattered tradition and family honor for the man she loved.

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Proud, haughty, imperious Swan—but her love song scandalized a nation:

You can't always read what's in a girl's heart by the things she does or says. See "The Swan."

Her face was a mask of frozen sweets, but her heart was a flame of love. "The Swan."

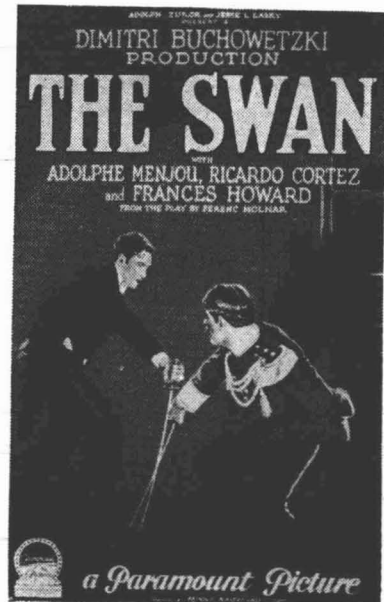
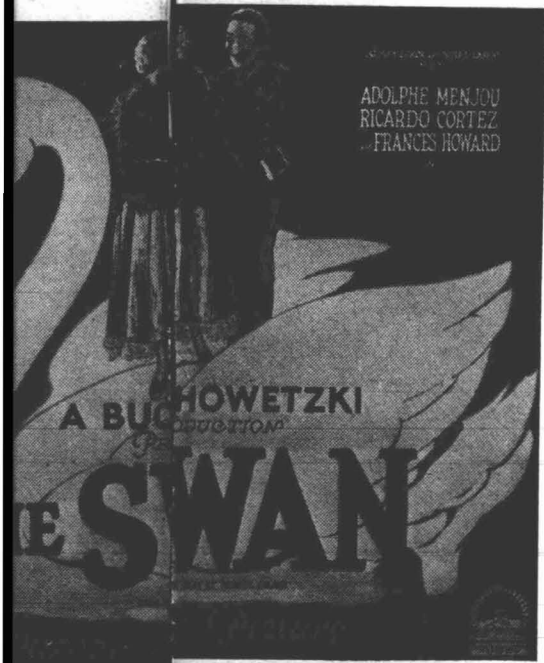
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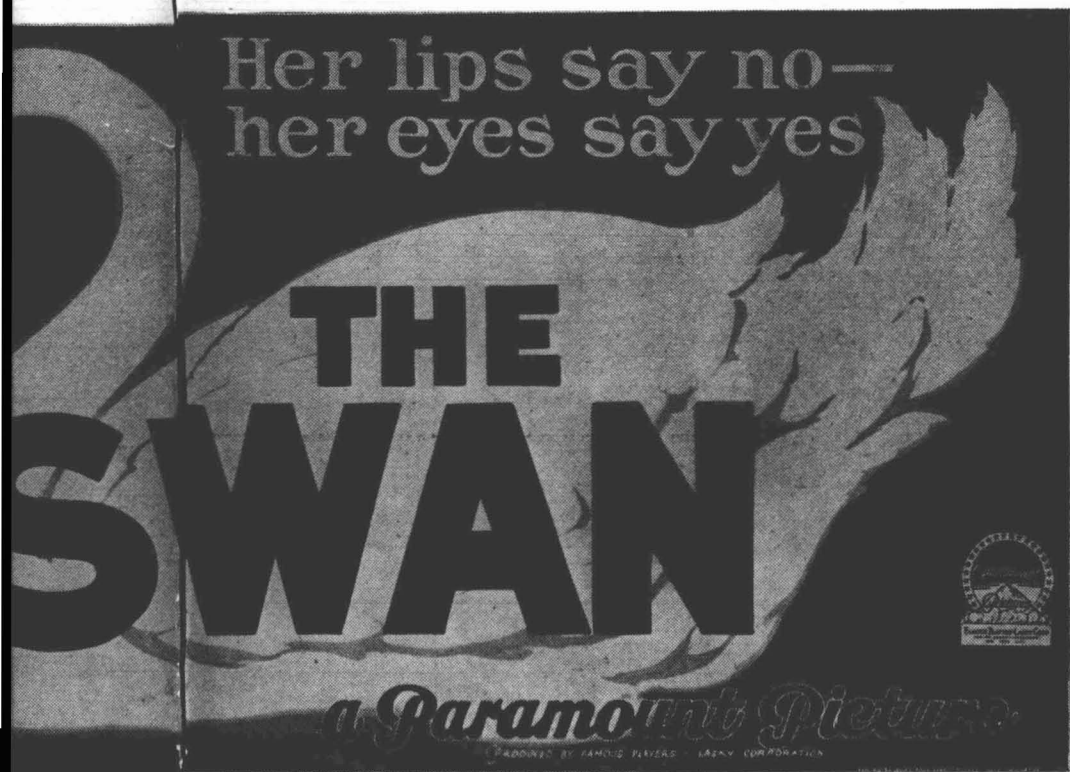
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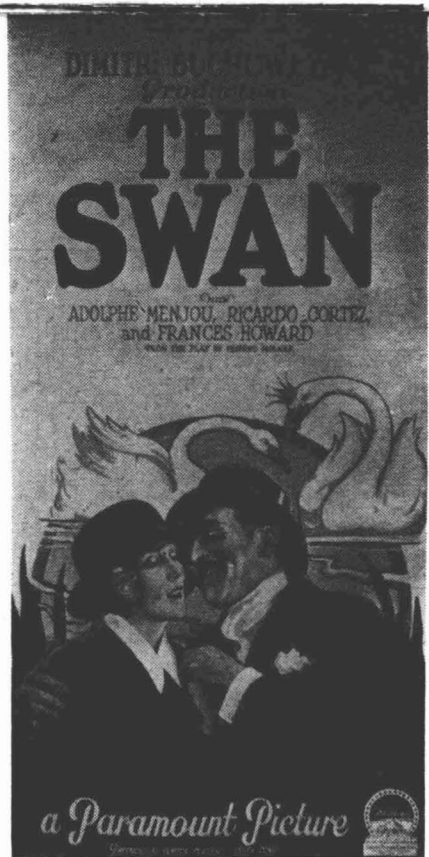
One Sheet Poster 1B

Six Sheet Poster 6A

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Twenty-four Sheet Poster 24A



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